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BEACHES—EAST YORK

Toronto City Councillor  
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## News Release: Councillor Brad Bradford Invites Torontonians to Join 24-hour Virtual Ride to CRUSH COVID

April 14, 2020

#CRUSHCOVID

Communities across Toronto, Canada and the world are coming together in the fight against COVID-19. Toronto City Councillor Brad Bradford is inviting Torontonians to join him in getting on their bike for 24 hours in a virtual ride to CRUSH COVID.

The virtual ride is being organized by Toronto Hustle and Michael Garron Hospital to give cyclists in Toronto, and around the world, the opportunity to support health care workers in their mission to CRUSH COVID.

- Start date and time: April 24, 2020, 6pm EST
- End date and time: April 25, 2020, 6pm EST

Funds raised will support Michael Garron Hospital's frontline healthcare workers by ensuring the hospital can purchase equipment and respond to emerging priorities as the COVID-19 situation evolves.

Members of the public can help CRUSH COVID by:

- Making a donation at [crushcovid.ca](http://crushcovid.ca)
- Riding all or part of the 24 Hour Zwift Cycling Marathon as an individual or as a relay team. To participate visit: [crushcovid.ca/about-the-ride](http://crushcovid.ca/about-the-ride)
- Joining the livestream with Toronto City Councillor for Beaches-East York, Brad Bradford, riding for 24 hours at: [facebook.com/BradMBradford](https://facebook.com/BradMBradford)

**Launch Video** (*opens new window*):



## Quotes

*Councillor Brad Bradford, Beaches-East York, City of Toronto -*

“The outpouring of support during this pandemic has been heartwarming. I’ve been inundated with residents reaching out to contribute. Whether it’s donating to food banks, volunteering with community organizations, or delivering groceries to vulnerable neighbours - there is no shortage of community spirit in Beaches-East York. Being reminded of that every day has inspired me to step up and do my bit to help CRUSH COVID.

“CRUSH COVID is the perfect example of how we do things in the East End - we dig deep, we come together and we support those who need it. The incredible team at Michael Garron Hospital is not only keeping us healthy and safe in this time of crisis but they’re also inspiring us to action and participation.

“As an East Ender, cyclist, and Toronto City Councillor, I’m doing my part by riding 24-hours to CRUSH COVID. I’m asking you to get involved any way you can. Ride, donate, or share. Although we’re apart in many ways, we have never been closer together.”

*Mayor John Tory, City of Toronto -*

“Like communities around the world, Toronto is coming together while keeping apart. I applaud the efforts of the CRUSH COVID campaign and appreciate this neighbourhood effort to help win this battle here in our city and across the globe. Thank you to everyone who is taking part in this incredible effort, and the many more who will show their support.”

*Mitze Mourinho, President, Michael Garron Hospital Foundation -*

“Every day, our frontline healthcare teams are inspired by the many ways the community is rallying around the hospital. Michael Garron Hospital is the heart of East Toronto, and that has never been more clear than during the COVID-19 pandemic. We’re grateful to all of the cyclists joining us in the fight against COVID-19 through this exciting event.”

### **About Michael Garron Hospital Foundation:**

Michael Garron Hospital Foundation raises funds and engages our community in support of our hospital. A donation to Michael Garron Hospital is an investment in the prosperity of each and every person living in East Toronto. When members of our community are healthy, they are able to reach their full potential and better contribute to their family, neighbourhood, and ultimately, Canadian society. To learn more, visit [mghf.ca](http://mghf.ca)

### **About Toronto Hustle:**

Toronto Hustle is reshaping the way professional cycling is developed, delivered and sustained in North America through grassroots community building. Toronto Hustle focuses on developing Canada’s next generation of cycling talent, growing women’s cycling, getting more people on bikes, and advocating for safe streets.

**For more information or to schedule an interview, please contact:**

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Follow Councillor Brad Bradford, Michael Garron Hospital Foundation and Toronto Hustle on social for updates!

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